

Webinar: Streamline Digital Asset Management Creativity

Santa Cruz Software and Activo to Host Webinar for Creatives & DAM Professionals on January 16th

SANTA CRUZ, CA, UNITED STATES,
January 10, 2025 /EINPresswire.com/ -Santa Cruz Software, in partnership
with Activo, has announced an
upcoming webinar titled "Streamlining
Your DAM Creativity," scheduled to
take place on Thursday, January 16 at 5
PM CET / 11 AM ET / 8 AM PT. This
event will provide creative
professionals and teams insights on

WEBINAR:
Streamline Your DAM Creativity

Join Santa Cruz Software and Activo
for an exclusive webinar. Learn how to
enhance your creative processes with
DAM integrations. Don't miss out!

Thursday, January 16th
5 PM CT/11 AM ET/8 AM PT

Register Now

Register Now

Creativity

how integrating Digital Asset Management (DAM) systems with creative tools can significantly enhance efficiency and collaboration.



Creativity thrives on collaboration, and that collaboration depends on seamless tools and systems."

Mark Hilton, CEO, Santa Cruz Software Attendees will also receive a complimentary PDF download of the white paper "Streamlined DAM Creativity: Integrating DAM Systems with Creative Tools for Enhanced Efficiency." Authored by Ralph Windsor of DAM News, the white paper explores the necessity of such integrations in maintaining competitiveness as a creative professional team in today's evolving market.

In many organizations, creative professionals face the challenge of switching between disparate systems, often

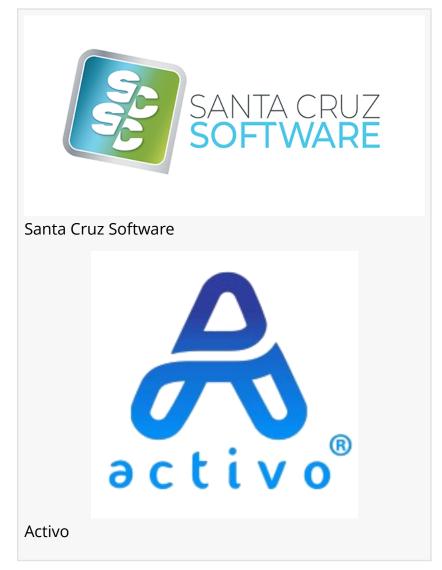
resulting in workflow disruptions and software fatigue. The webinar and white paper offers insights into how integrations can overcome these obstacles and streamline the creative processes. By eliminating inefficiencies, attendees will gain the tools needed to elevate their creative output, even when collaborating with large, enterprise-level teams.

"Creativity thrives on collaboration, and that collaboration depends on seamless tools and systems," said Mark Hilton, CEO, Santa Cruz Software. "We're excited to partner with Activo to

bring our insights into how a wellintegrated DAM system can streamline workflows, allowing creative teams to operate at their best."

Registration for the webinar
Streamlining Your DAM Creativity is
now open. Secure your spot today and
ensure you don't miss the opportunity
to improve your team's creative
workflow.

About Santa Cruz Software
Santa Cruz Software offers a suite of
tools to connect Adobe and Microsoft
applications to other Cloud Services,
enabling teams to collaborate
seamlessly on projects without ever
leaving their applications. Enjoy
simplified version control, easy asset
search and seamless connection
between your shared team assets.
Santa Cruz Software features are
designed to streamline brand
compliance, empower collaboration
between teams and increase



productivity. Solutions range from Al-powered banner ad generator (BannersUI), integratable Dynamic Templates based upon Adobe InDesign (PrintUI), DAM connectors for Adobe applications and Microsoft Office applications (LinkrUI) and turnkey collateral/campaign portals (BrandingUI). For more information, visit the Santa Cruz Software website.

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